

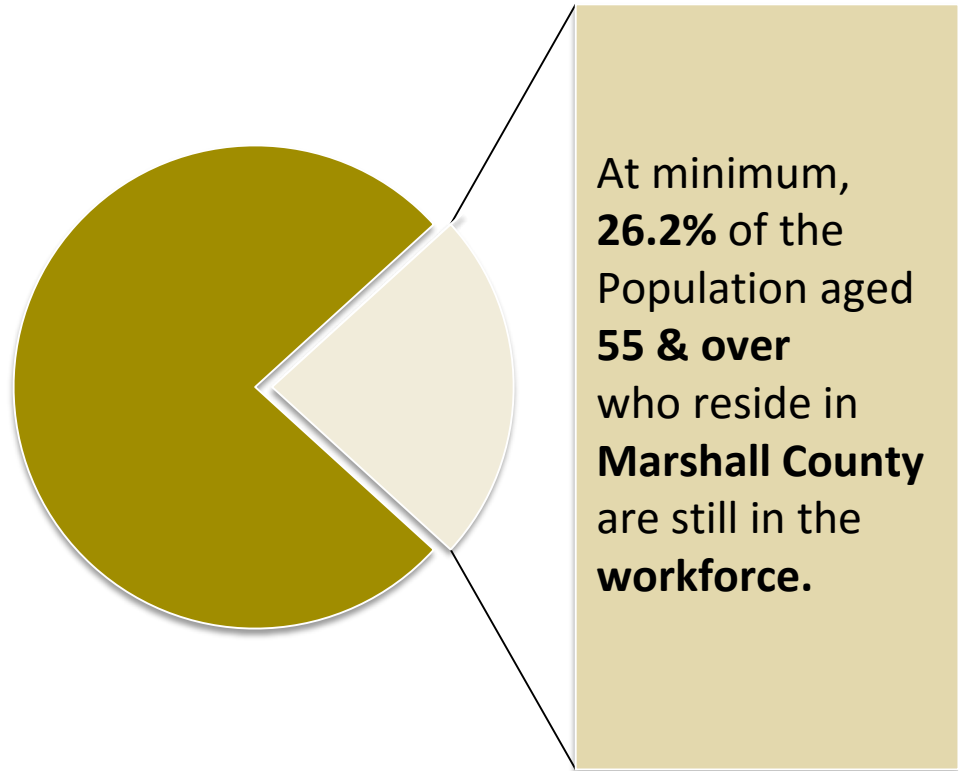
Marshall County Profile

Alabama Department of Labor
Labor Market Information Division

Demographics

American Community Survey Average Population Estimates for 2010-2014

Age	Estimate
Under 5 years	6,475
5 to 9 years	6,421
10 to 14 years	6,530
15 to 19 years	6,300
20 to 24 years	5,889
25 to 34 years	11,434
35 to 44 years	12,054
45 to 54 years	12,812
55 to 59 years	5,951
60 to 64 years	5,651
65 to 74 years	8,440
75 to 84 years	4,513
85 years and over	1,651



Demographics

American Community Survey Average Population Estimates for 2010-2014

School Enrollment	Estimate
Population 3 years and over enrolled in school	21,337
Nursery school, preschool	1,126
Kindergarten	1,125
Elementary school (grades 1-8)	10,606
High school (grades 9-12)	4,681
College or graduate school	3,799



Demographics

American Community Survey Average Population Estimates for 2010-2014

Educational Attainment	Estimate
Population 25 years and over	62,506
Less than 9 th grade	6,588
9 th to 12 th grade, no diploma	7,730
High school graduate (includes equivalency)	20,310
Some college, no degree	12,859
Associate's degree	4,931
Bachelor's degree	6,459
Graduate or professional degree	3,629



Source: U.S. Census Bureau, 2010-2014 5-Year American Community Survey Table DP02: Selected Social Characteristics in the United States

Unemployment Data

September 2016 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Cullman	38,370	36,509	1,861	4.9%	8,153	10,014
DeKalb	30,156	28,378	1,778	5.9%	6,451	8,229
Jackson	24,036	22,579	1,457	6.1%	6,553	8,010
Limestone	40,544	38,515	2,029	5.0%	12,751	14,780
Madison	172,438	163,881	8,557	5.0%	32,249	40,806
Marshall	42,002	39,841	2,161	5.1%	10,606	12,767
Morgan	55,735	52,747	2,988	5.4%	13,545	16,533

Unemployment + Underemployment = Potential Available Labor Pool



Source: LAUS data, County Unemployment Rates, September 2016 Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas 2015, Published April 2016, CBER @ UA, Underemployment and Available Labor Pool Data.

Unemployment Data

Unemployed by Occupation 2016, Quarter 3

Occupation	Number Unemployed	Occupation	Number Unemployed
Helpers--Production Workers	33	Welders, Cutters, Solderers, & Brazers	14
Cashiers	22	Stock Clerks and Order Fillers	12
Heavy and Tractor-Trailer Truck Drivers	16	Nursing Assistants	11
Teacher Assistants	15	Meat, Poultry, and Fish Cutters and Trimmers	11
General and Operations Managers	15	Team Assemblers	10
Retail Salespersons	15	Sales Managers	10
Office Clerks, General	15	Bookkeeping, Accounting, and Auditing Clerks	8
Customer Service Representatives	14	Food Service Managers	8
Preschool Teachers	14	Waiters and Waitresses	8
Electricians	14	Security Guards	8



Source: Unemployment Insurance Reports

Resumes Posted on Alabama Joblink

Top Occupations with Most Resumes Posted 2016, Quarter 3

Occupation	# of Resumes	Occupation	# of Resumes
Helpers--Production Workers	100	Construction Laborers	21
Office Clerks, General	52	Meat, Poultry, and Fish Cutters and Trimmers	20
Customer Service Representatives	43	Receptionists and Information Clerks	19
Cashiers	30	Bookkeeping, Accounting, and Auditing Clerks	17
Retail Salespersons	29	Welders, Cutters, Solderers, and Brazers	17
Heavy and Tractor-Trailer Truck Drivers	28	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	16
Team Assemblers	23	Maintenance and Repair Workers, General	16
Laborers and Freight, Stock, and Material Movers, Hand	22	Executive Secretaries and Executive Administrative Assistants	13
Nursing Assistants	21	Registered Nurses	12
Medical Assistants	21	Stock Clerks and Order Fillers	12



Help Wanted OnLine® Annual Job Postings

2015 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Heavy and Tractor-Trailer Truck Drivers	262	Cashiers	26
Maintenance and Repair Workers, General	63	Automotive Service Technicians and Mechanics	26
Retail Salespersons	59	Construction Laborers	24
Customer Service Representatives	57	Bus and Truck Mechanics and Diesel Engine Specialists	24
Light Truck or Delivery Services Drivers	40	Inspectors, Testers, Sorters, Samplers, and Weighers	23
Registered Nurses	38	Driver/Sales Workers	23
Carpenters	30	Stock Clerks and Order Fillers	22
Laborers and Freight, Stock, and Material Movers, Hand	30	Securities, Commodities, and Financial Services Sales Agents	21
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	29	Demonstrators and Product Promoters	21
Licensed Practical and Licensed Vocational Nurses	28	Helpers--Production Workers	21



Expected Worker Shortfall

	2012-2022	2012-2030
Total Population Growth	9.4%	17.9%
Age 20-64 Population Growth	5.2%	10.2%
Nonagricultural Job Growth	9.1%	14.1%
Worker Shortfall (%)	4.0%	3.9%
Worker Shortfall	1,464	1,440

Occupational Wages

Marshall County Average Hourly Wage All Occupations

Entry	Mean	Experienced
\$8.80	\$16.20	\$19.91

Marshall County Average Hourly Wage Production Occupations

Entry	Mean	Experienced
\$9.71	\$13.02	\$14.68

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2015 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

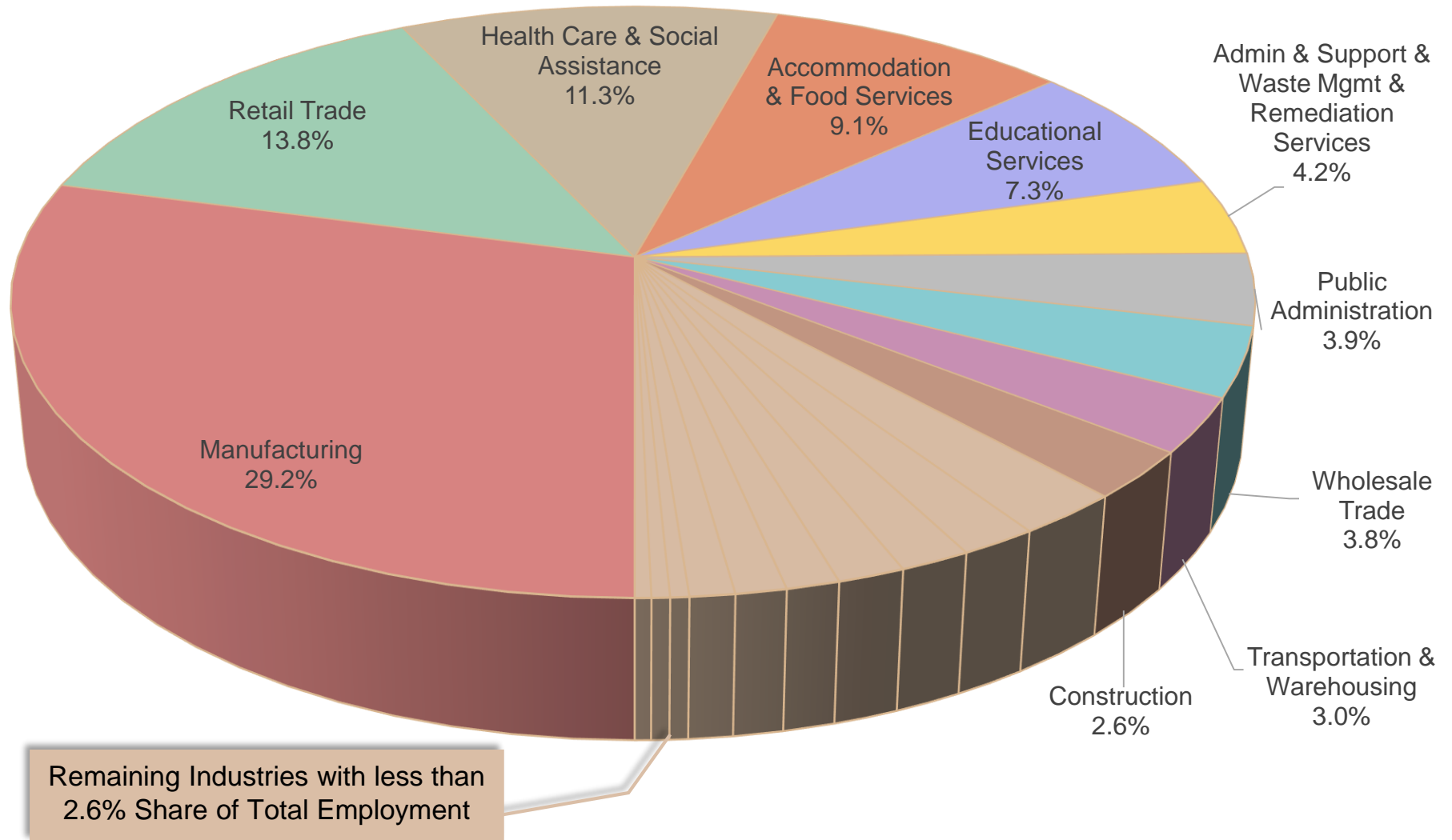
Occupational Wages

Annual Salary Area Comparison

	Entry	Mean	Experienced
Alabama			
Total	\$18,961	\$42,046	\$53,593
Production	\$20,361	\$34,796	\$42,019
Marshall County			
Total	\$18,290	\$33,703	\$41,409
Production	\$20,210	\$27,088	\$30,527
Jefferson County			
Total	\$20,350	\$47,217	\$60,649
Production	\$22,140	\$36,490	\$43,665
Madison County			
Total	\$20,362	\$55,037	\$72,375
Production	\$22,456	\$37,888	\$45,604

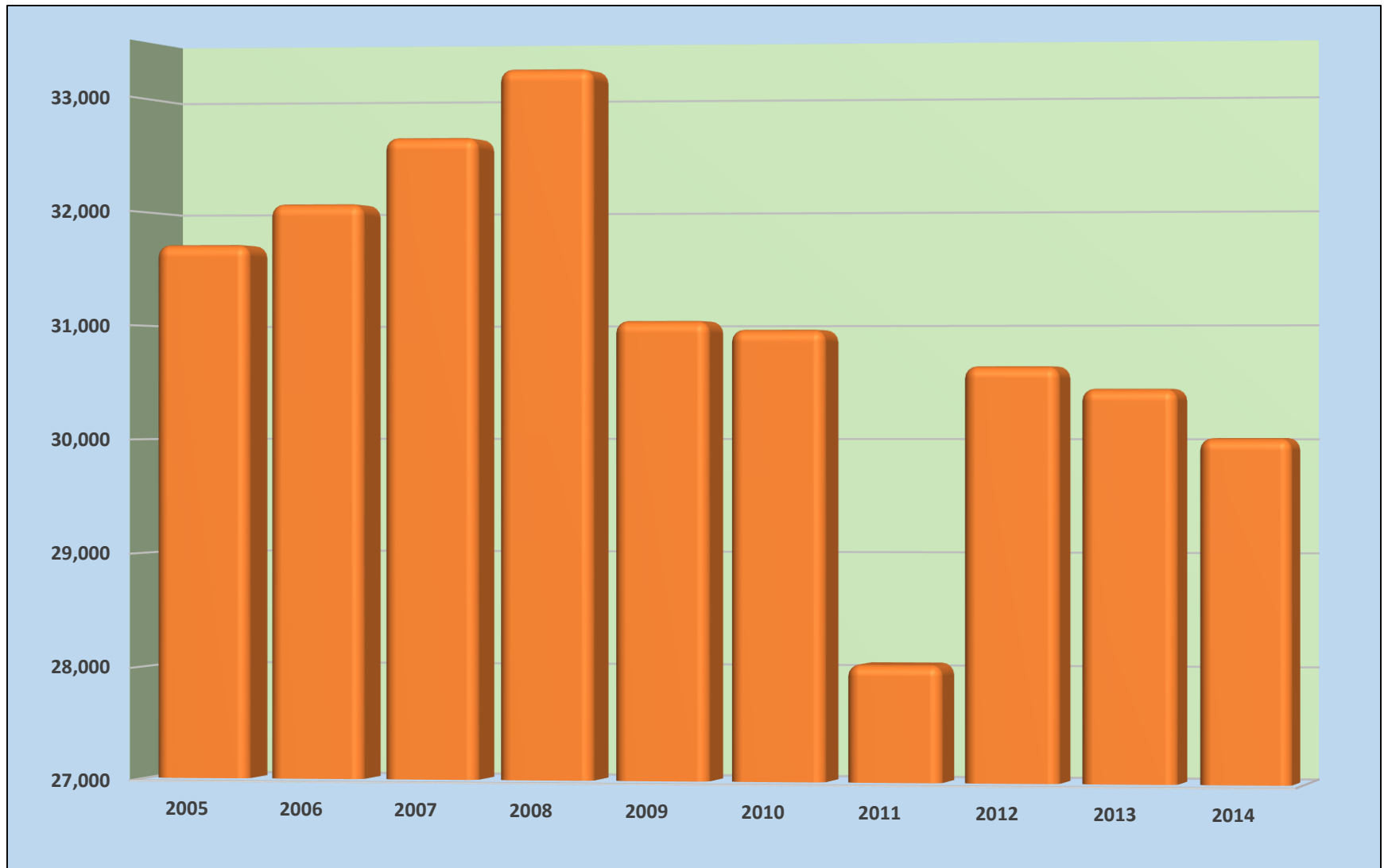
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2014 Industry Employment



Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division

Total Industry Trend



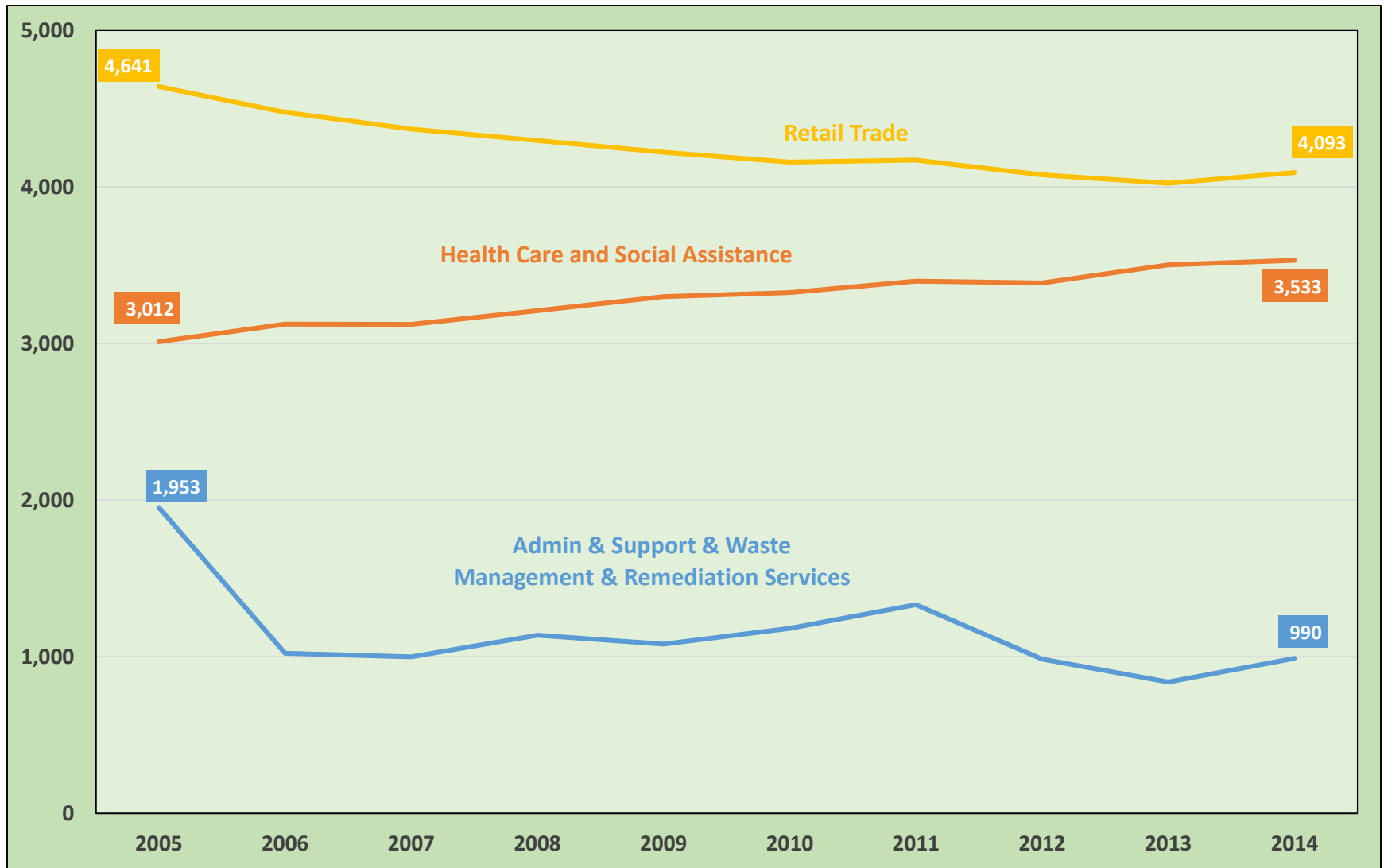
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.
Note: 2014 only contains first quarter data.

Total Industry Trend



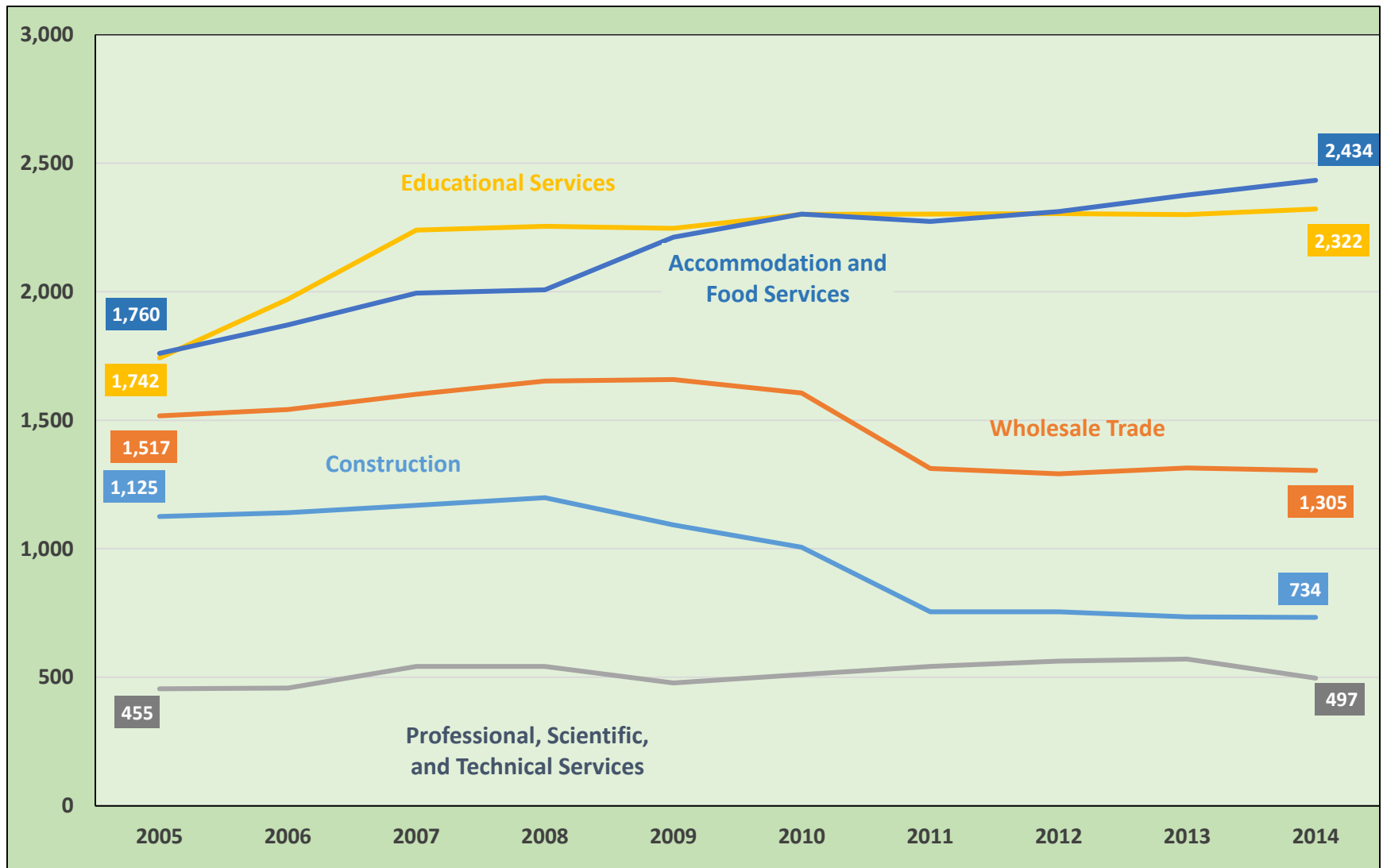
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Total Industry Trend

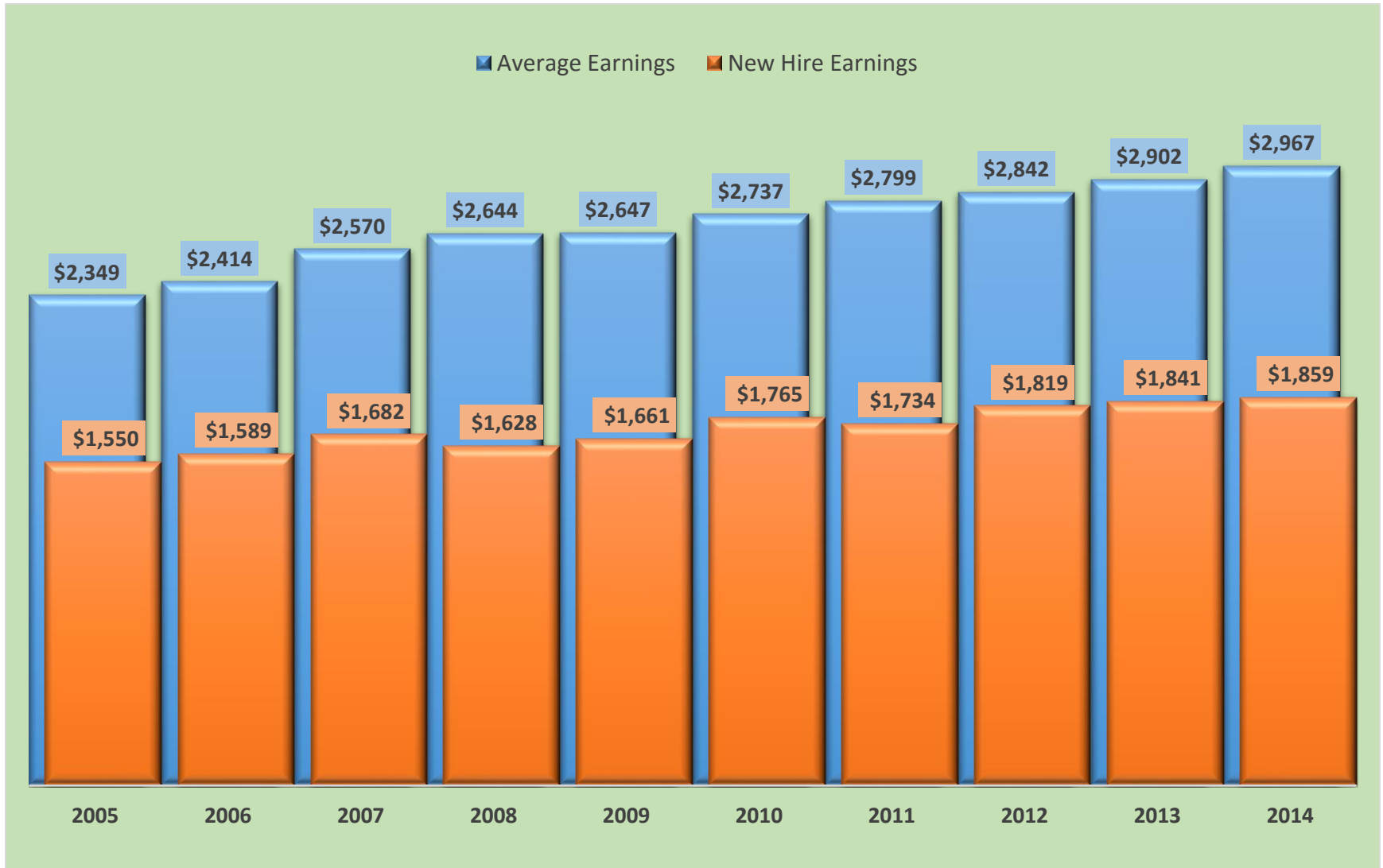


Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Total Industry Trend



Average Monthly Earnings Trend



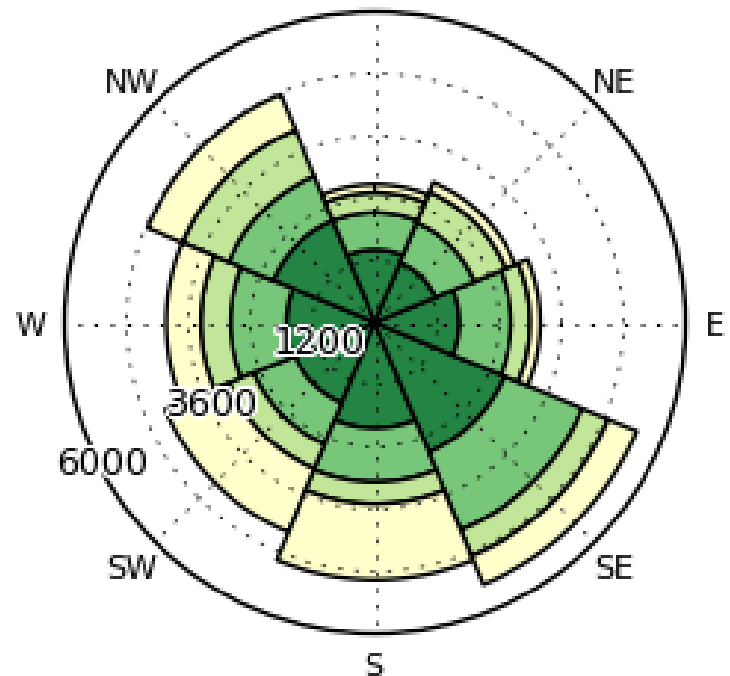
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2014 Commuting Patterns

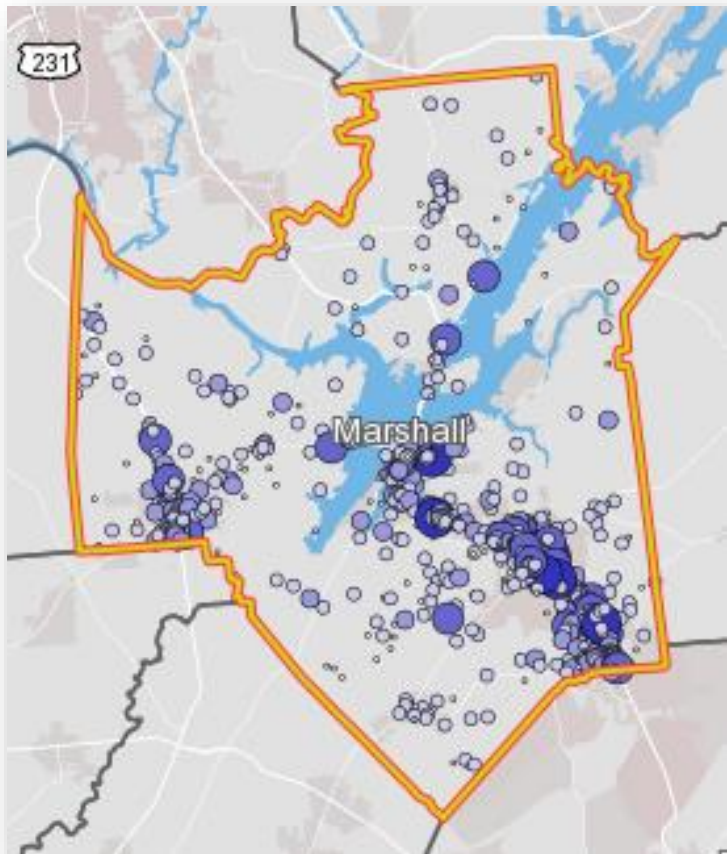
Distance Workers Travel to Marshall County to Work

	Count	Share
Total Primary Jobs	32,388	100.0%
Less than 10 miles	14,565	45.0%
10 to 24 miles	8,064	24.9%
25 to 50 miles	4,421	13.7%
Greater than 50 miles	5,338	16.5%

Job Counts by Distance/Direction in 2014
All Workers



2014 Commuting Patterns

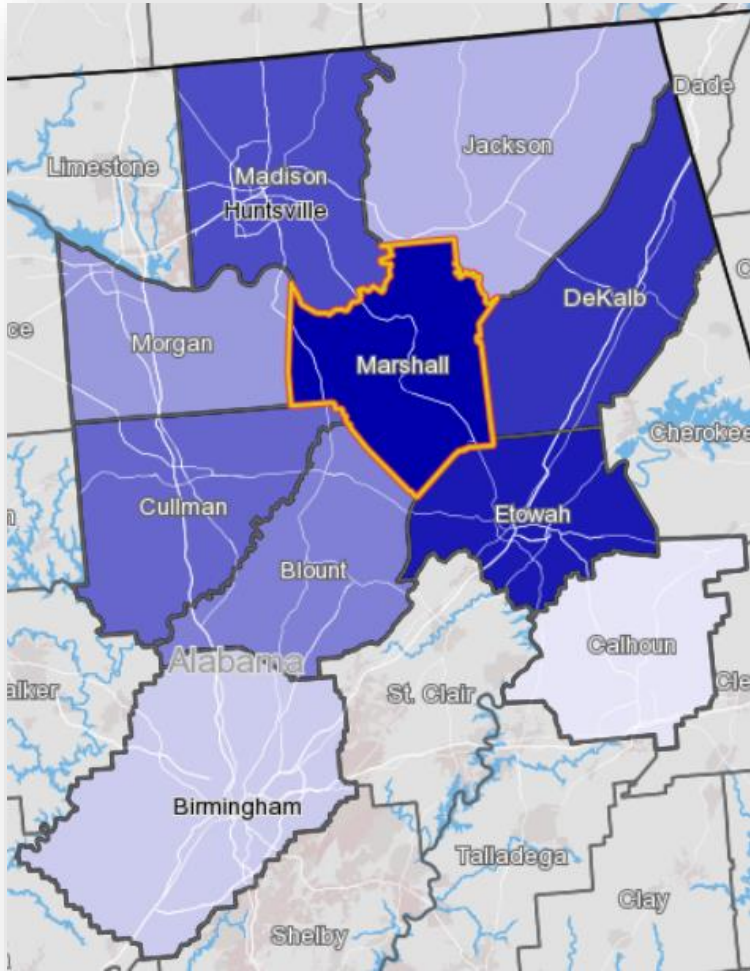


Jobs by Worker Age	Count	Share
Age 29 or younger	8,096	25.0%
Age 30 to 54	17,776	54.9%
Age 55 or older	6,516	20.1%
Jobs by Worker Educational Attainment	Count	Share
Less than high school	3,372	10.4%
High school or equivalent, no college	8,341	25.8%
Some college or Associate degree	7,886	24.3%
Bachelor's degree or advanced degree	4,693	14.5%
Educational attainment not available (workers aged 29 or younger)	8,096	25.0%
Jobs by Worker Sex	Count	Share
Male	16,256	50.2%
Female	16,132	49.8%
Jobs by Earnings	Count	Share
\$1,250 per month or less	7,640	23.6%
\$1,251 to \$3,333 per month	15,755	48.6%
More than \$3,333 per month	8,993	27.8%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2014 Commuting Patterns

County of Residence for Workers in Marshall County



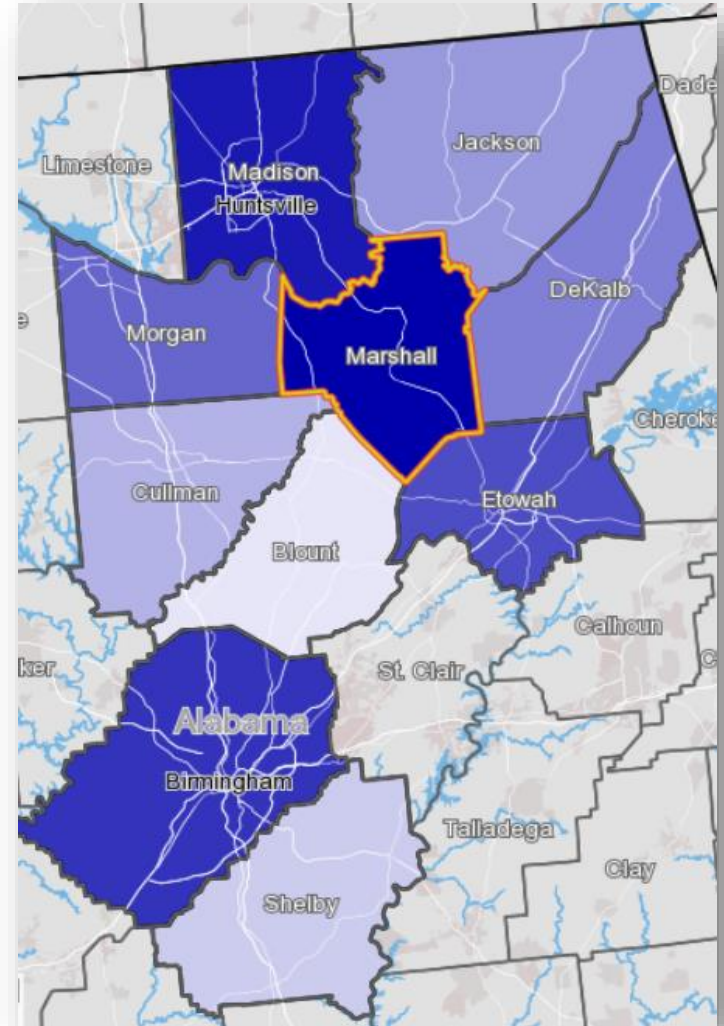
	Count	Share
Marshall County, AL	16,247	50.2%
Etowah County, AL	2,909	9.0%
DeKalb County, AL	2,541	7.8%
Madison County, AL	1,161	3.6%
Cullman County, AL	1,048	3.2%
Blount County, AL	979	3.0%
Morgan County, AL	734	2.3%
Jackson County, AL	658	2.0%
Jefferson County, AL	614	1.9%
Calhoun County, AL	373	1.2%
All Other Locations	5,124	15.8%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2014 Commuting Patterns

Counties Where Marshall County Residents Commute to Work

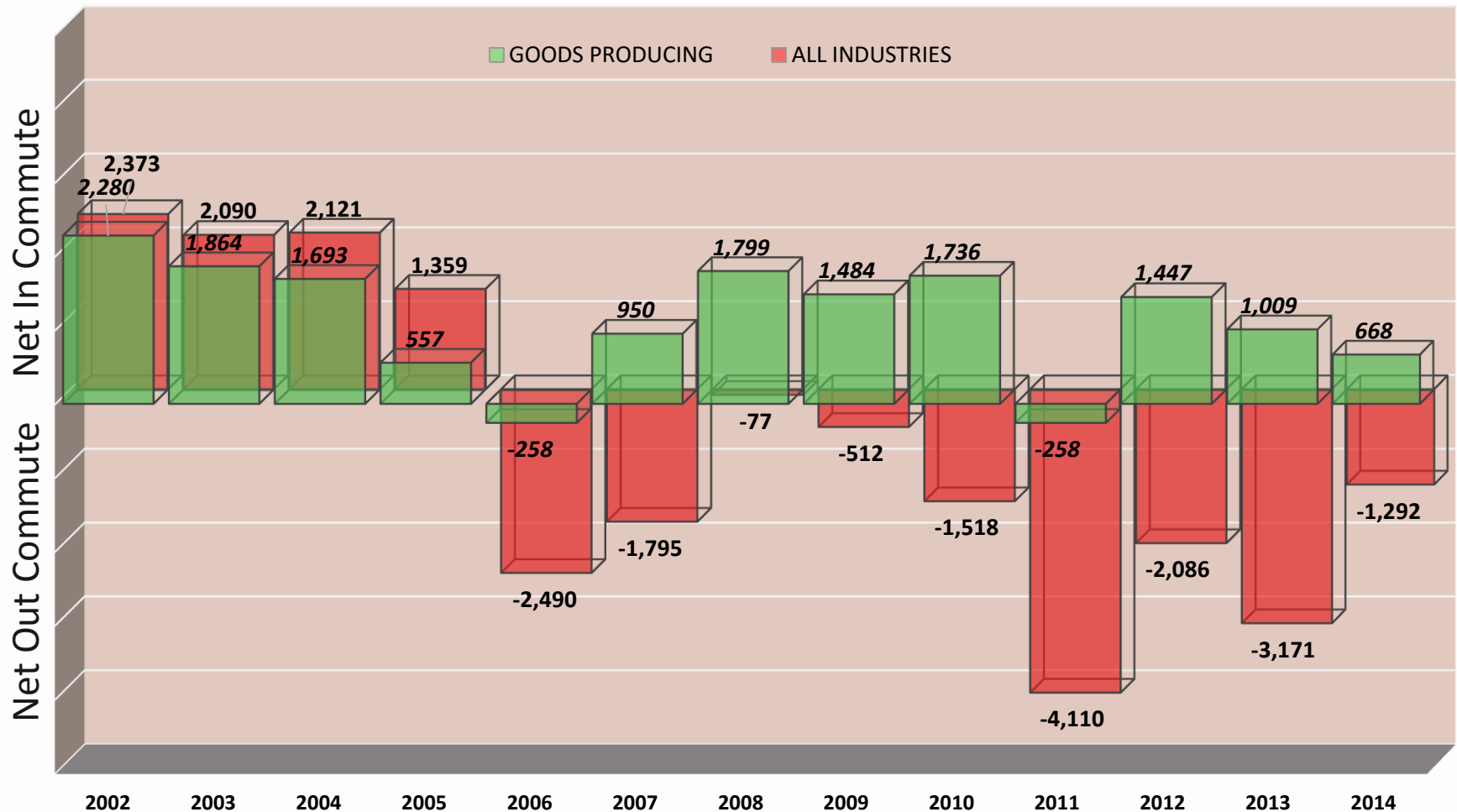
	Count	Share
Marshall County, AL	16,247	48.2%
Madison County, AL	5,155	15.3%
Jefferson County, AL	2,190	6.5%
Etowah County, AL	1,535	4.6%
Morgan County, AL	962	2.9%
DeKalb County, AL	844	2.5%
Jackson County, AL	790	2.3%
Cullman County, AL	766	2.3%
Shelby County, AL	479	1.4%
Blount County, AL	350	1.0%
All Other Locations	4,362	13.0%



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2014 Commuting Patterns

Net Commuting Trends, All Industries and Goods Producing Industries



Goods Producing includes the following industries: Manufacturing, Construction, Mining, and Agriculture covered by Unemployment Insurance

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

Postsecondary Education

2014-2015 HS Graduates Enrolled in Alabama Public Colleges

High School	HS Grads	Enrolled in AL Public Colleges	Enrolled in Remedial Course(s)				Enrollment Status	
			Math Only	English Only	Both	Total	Full Time	Part Time/ Other
Albertville High School	230	141	34	9	36	79	133	8
Arab High School	218	147	19	0	5	24	140	7
Asbury High School	62	24	2	1	4	7	24	0
Boaz High School	139	82	15	0	11	26	81	1
Brindlee Mountain High School	81	29	3	2	1	6	25	4
Douglas High School	101	57	14	1	13	28	55	2
Guntersville High School	147	82	19	0	6	25	80	2
Kate D Smith DAR High School	94	50	10	0	2	12	48	2



Source: Alabama Commission on Higher Education; 2015 High School Report.

Postsecondary Education

Fall 2015 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Marshall County	# Undergrads	# First-Time Freshman
Grand Total	3,060	660
Major		
General Studies	1,253	421
Undeclared/Not Reported	271	13
Registered Nursing/Registered Nurse	207	29
Business Administration and Management, General	126	15
Computer and Information Sciences, General	80	12
Elementary Education and Teaching	65	3
Accounting	51	5
Administrative Assistant and Secretarial Science, General	43	5
Biology/Biological Sciences, General	30	4
Psychology, General	29	1
Emergency Med Technology/Technician (EMT Paramedic)	28	13

Postsecondary Education

Fall 2015 Graduate Enrollment of Students Attending
Alabama Public Four-Year Institutions

Marshall County	# Graduate Students
Grand Total	226
Major	
Registered Nursing/Registered Nurse	30
Secondary Education and Teaching	18
Business Administration and Management, General	13
Counselor Education/School Counseling and Guidance Services	13
Educational Leadership and Administration, General	12
Elementary Education and Teaching	12
Undeclared/Not Reported	9
Medicine	7
Pharmacy	7
Special Education and Teaching, General	7
Engineering, General	5

Postsecondary Education

Summer 2014 thru Spring 2015 Completions of Students from Alabama Public Two-Year and Four-Year Institutions

Major	Less than 1 year	Less than 2 years	Associate	Less than 4 years	Bachelor	Post-Bachelor	Master	Post-Master	Doctoral	Marshall Total	* State Totals
General Studies			240							240	3,382
Registered Nursing/Registered Nurse			43		22		8			73	3,780
Computer and Information Sciences, General	12		15		5					32	727
Business Administration and Management, General			4		19		8			31	1,564
Administrative Assistant and Secretarial Science, General	14		14							28	599
Emergency Medical Technology/Technician (EMT Paramedic)	20	1	1		1					23	651
Elementary Education and Teaching					18					18	899
Accounting					11		3			14	947
Child Care and Support Services Management	9	1	3							13	327
Marketing/Marketing Management, General					11					11	449

► Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

Questions???

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